

CLAIMS AS AMENDED

1-193. (canceled)

194. (currently amended) A method of Internet billing, comprising:

enabling a user computer to access to a plurality of Internet sites each of which is a provider of a product or service for purchase by a user via a cost server at which the respective user has established a pre-paid user account in a given authorized amount;

tracking access of the user to each said Internet provider site and obtaining information as to a value amount said user requests to purchase at each said Internet provider site and to characteristics of the user's response to at least one activity the user performs on the website; and

generating a debit against the authorized amount of the pre-paid user account established at the cost server according to the value amount information obtained in said tracking,

wherein the generating of a debit includes modifying the debit by an awarded credit amount which is variable in direct relation to based on one or more specific characteristics of the user's response determined in said tracking of the characteristics of the user's response to the at least one activity performed by the user on said Internet provider site.

195. (previously presented) A method according to claim 194 wherein the account is credited with bonus points responsive to the user activity.

196. (previously presented) A method according to Claim 195, wherein the user activity comprises at least one of supplying personal user information, exposure to advertisement, responding to an advertisement, initiating an advertisement or viewing an advertisement.

197. (previously presented) A method according to Claim 195, wherein the bonus points are awarded based on a specific expenditure by the user.

198. (previously presented) A method according to Claim 197, wherein the expenditure is at least one of using a service, receiving a gift or responding to information.

199. (previously presented) A method according to Claim 195, wherein the bonus points are used for at least one of an extra service, increased access functionality, increased quality of service or increased amount of service.

200-202. (canceled)